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automatically determining what particular content to use to classify electronic mail messages by performing steps that include determining that a threshold number of said plurality of electronic mail messages have a particular content; in response to determining that a threshold number of said plurality of electronic mail messages have said particular content, generating criteria that classifies electronic mail messages that have said particular content as a first type of electronic mail; receiving an electronic mail message over said network; determining whether said electronic mail message satisfies said set of criteria; if said electronic mail message satisfies said set of criteria, then processing said electronic mail message as said first type of electronic mail; and if said electronic mail message does not satisfy said set of criteria, then processing said electronic mail message as a second type of electronic mail; wherein said first type of electronic mail is processed differently than said second type of electronic mail.

36. (New) A computer-readable medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 34.